

Privacy Policy

Last updated: 1 November 2022

1. INTRODUCTION

Your privacy is of the utmost importance to Reason Studios AB (“Reason”, “we”, “us”, “our”) and we are continuously taking measures to ensure that the personal data that we process about you is processed in a transparent and secure manner. This privacy policy (“Privacy Policy”) describes how and why we collect and process personal data about you when you are using our services.

Throughout this Privacy Policy the term “processing” is used to cover all activities involving your personal data, including e.g. collecting, handling, storing, sharing, accessing, using, transferring and disposing of your personal data.

“Applicable Data Protection Laws” means all legislation and regulations, including regulations issued by relevant supervisory authorities, protecting the fundamental rights and freedoms of individuals and, in particular, their right to privacy with respect to the processing of personal data that from time to time apply to this Privacy Policy, including the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the “GDPR”) as well as laws and regulations complementing the GDPR.

“Personal data” is defined as any information relating to an identified or identifiable natural person.

Please note that some of our services may entail specific processing activities that are not included in this Privacy Policy. In such case, you will receive information about such specific processing activities before any processing of your personal data starts.

2. WHO IS THE DATA CONTROLLER FOR THE PERSONAL DATA?

Reason Studios AB (556546-2206), Hornsbruksgatan 23, SE-117 34 Stockholm, is the data controller for the processing of your personal data as described in this Privacy Policy.

We will process your personal data in order to develop and improve our products and services. The processing activities carried out for this purpose includes (i) using purchase history and search history to operate and improve website content and digital services, (ii) enhancement of our products and services on the basis of information how our products and services are used, (iii) sending surveys and requesting other information from you about your opinions on our products and services in order to make customer driven improvements, (iv) using your contact details to contact you through email in order to inform you about updates in, guidance for and changes to our products and services and (v) improving the products and services through knowledge gained from your use of our products and services. You can unsubscribe from emails about updates and changes in our products and services at any time by using the unsubscribe link in every such email

Categories of personal data	Legal basis
<ul style="list-style-type: none"> • Identity data • Your communication, including responses to surveys • Contact details • Purchase history • Search history on our website • User generated data 	<p><i>Legitimate interest.</i> The processing is necessary in order for Reason to meet its legitimate interest in being able to continuously develop and improve our products and services to bring you the best possible experience with using our products and services.</p>
<p>Retention period: Your personal data is stored for as long as you are a customer of Reason and for a period of one (1) year thereafter. Your personal data will also be anonymized for this purpose and such anonymized data may be processed indefinitely. Anonymized data may also be shared with third parties.</p>	

Evaluate and follow-up on the business, including compiling statistics

We will process your personal data to evaluate and follow-up on our business activities and to produce reports and statistics. Such follow-ups and statistics may *inter alia* relate to which and how many products and/or services that have been sold during a certain period. These activities are performed to e.g. be able to develop and improve our

Categories of personal data	Legal basis
Retention period: The personal data is deleted as soon as the relevant report and/or statistic is generated. Reports and statistics on an aggregated level (i.e. non-personal data) will be retained until further notice.	

Provide you with relevant marketing

We process your personal data to provide you with personalised marketing content that we believe may be of interest to you. We do this e.g. by using cookies and similar techniques which help us and our partners to send you relevant marketing via email and other communications channels, and display relevant advertising on different websites based on e.g. your visits and clicks (interest-based advertising) and by the use of your purchase history. You can unsubscribe from our marketing emails at any time by using the unsubscribe link in every email.

Categories of personal data	Legal basis
<ul style="list-style-type: none"> • User generated data • Identity data • Contact data • Geographic data • Purchase history 	<p><i>Legitimate interest.</i> The processing is necessary to fulfil our and our partners' legitimate interest of providing you with interest-based advertising.</p> <p><i>Consent.</i> We may process your personal data for marketing purposes based on your consent. You can withdraw your consent at any time by using the unsubscribe link in every email.</p>
Retention period: Your personal data is retained (i) for as long as you are a customer of Reason and for a period of 12 months thereafter or (ii) during a period of 12 months from when you provided your last consent. Reports and statistics on an aggregated level (i.e. non-personal data) will be retained until further notice.	

Forums, blogs and Reason's online information sharing sources

Categories of personal data	Legal basis	Exemption for special categories of data
<i>All data collected that are necessary to fulfil the purpose, e.g. identity data, payment data and service usage data.</i>	<i>Legitimate interest.</i> The processing is necessary in order to fulfil our legitimate interest to establish, exercise or defend the legal claims, e.g. in connection with a dispute or legal process. The processing is also necessary to carry out fraud assessments for the purpose of identifying and preventing fraud and criminal offences.	Special categories of personal data, including criminal data, are only processed to fulfil our legitimate interest in establishing, exercising or defending legal claims.
Retention period: Personal data will be retained for up to 10 years in order to establish, exercise and defend legal claims.		

Fulfil legal obligations

We will process your personal data for the purposes of fulfilling legal obligations within the area of e.g. book-keeping, accounting and requirements under Applicable Data Protection Laws.

Categories of personal data	Legal basis
<i>All data collected that are necessary to fulfil the purpose.</i>	<i>Legal obligation.</i> The processing is necessary to fulfil Reason's legal obligations.
Retention period: Personal data will be retained as long as necessary to fulfil each legal obligation.	

Manage and protect IT systems and services

In order to manage and protect our services and related IT systems, e.g. upon loading, troubleshooting, backup.

Recipients	Purposes	Legal basis
Third-party suppliers acting as data controllers, such as credit card payment suppliers, delivery companies, fraud checking services etc.	In order to provide you with our products and services.	<i>Contract.</i> To perform under a contract with you.
Business partners	Sending newsletters from our business partners.	<i>Legitimate interest.</i> To fulfil our legitimate interest in providing you with relevant information.
Public authorities (including courts), arbitration tribunals, external advisers and counterparties	To exercise, establish or defend legal claims.	<i>Legal obligation.</i> To fulfil our legal obligations. <i>Legitimate interest.</i> Legitimate interest. To fulfil our legitimate interest in exercising, establishing or defending legal claims.
Business partners, investors and professional advisors	Take necessary actions in connection with corporate governance events, such as selling all or part of the business or in connection with a merger, acquisition, insolvency event or investment.	<i>Legitimate interest.</i> To fulfil our legitimate interest in being able to sell all or part of the business or in connection with a merger.
Other users	Allow you to communicate with other users, either by providing links to content uploaded by you or when you post comments in communities and on forum areas.	<i>Consent.</i> The processing is based on your consent.

Reason may use technologies such as cookies in order to collect information about the pages you view, the links you click and other actions you take on Reason's website and services. Cookies are small text files that are stored on your hard drive through your web browser.

Reason may use cookies in order to store your preferences and other information on your computer in order to save time by eliminating the need to repeatedly enter the same information, for example by remembering personal information when you use Reason's websites, and to display your personalized content and targeted advertising on your later visits to its websites. However, the cookies used on Reason's websites do not normally contain information that identifies you personally.

Cookies on Reason's websites

Reason uses session cookies as well as persistent cookies on its websites. A session cookie is a temporary cookie which is erased when a session is ended, i.e. usually when you close your browser, while a persistent cookie is stored in one of your browsers subfolders until deleted manually or the set duration period of the persistent cookie expires.

Reason uses cookies such as "ph_hasloggedin" in order to determine whether to show "sign up" or "log in" when prompting a user to log in, "ph_st_variants" in order to determine which version of a page to show to a user, and "ph_sessionid" in order to remember information about a logged in user.

Third-party cookies on Reason's websites

Reason also uses third-party cookies. Third-party cookies may be necessary in order for third parties to provide its services to Reason. Reason uses third-party cookies such as "_ga" in order to access Google Analytics data.

More information about our use of cookies can be found in Reason's Cookie Policy.

7. CHILDREN'S PRIVACY

Subject to Reason's Terms of Service, you must be 16 years of age or older to subscribe and to use our products and services, however individuals under the age of 16 may utilize our products and services only with the involvement, supervision, and approval of a parent or legal guardian.

Any parent or guardian with queries and questions concerning personal data processing that may relate to their

- **Withdrawal of consent**

You have the right to at any time withdraw your consent to processing of personal data to the extent the processing is based on your consent.

- **Data portability**

You may ask to receive a machine-readable copy of the personal data processed on the basis of your consent or on the basis that the processing is necessary in order to perform an agreement with you, and which personal data have been provided to Reason by you (data portability) and ask for the information to be transferred to another data controller (where possible).

- **Complaints to the supervisory authority**

You acknowledge that you always have the right to lodge complaints pertaining to the processing of your personal data to the Swedish Authority for Privacy Protection (Sw. Integritetsskyddsmyndigheten).

9. CONTACT INFORMATION

If you have any questions or concerns regarding the processing of your personal data, please contact Reason on the contact details set forth below.

The data controller is:

Reason Studios AB
Hornsbruksgatan 23
SE-117 34 Stockholm

E-mail address: gdpr@reasonstudios.com

Privacy Policy last updated: 1st of November 2022

DESCRIPTION OF CATEGORIES OF PERSONAL DATA

Please see the table below for detailed information regarding which personal data (included in the categories of personal data set forth in this Privacy Policy) that we process